

# Two Pages of Holiday Values and Gift Suggestions

## Back To Pre-War Prices



Some three months since we announced a ten per cent discount on all new Pianos and Player Pianos in all our stores. Ever since that announcement we have been laboring with our manufacturers to get them to make some concession to us on their wholesale prices. This we have finally succeeded in doing, to the extent that we feel warranted in offering another ten per cent discount on all new Pianos and Player Pianos in stock.

It has been about three months since we gave our first discount of ten per cent. That added to the ten per cent we are now offering makes a discount of twenty per cent from

the war-time prices. This reduces the selling prices on our new Pianos to pre-war—prices a saving of from \$100 to \$200 on a new Piano.

If you are in the market for a Piano, we would respectfully request that you visit all the different Piano Stores in El Paso, get their prices, then come to our store and compare prices, and quality of Pianos as well. Every new Piano sold by our house is absolutely guaranteed to stand this climate or your money will be refunded.

### Terms to Suit the Buyers—How About That Talking Machine?

If you haven't a Talking Machine in your home, it goes without saying there will be one there this Christmas. We guarantee our prices at least five per cent lower than the same quality machine can be bought at any other store in El Paso.



For the next thirty days we are going to offer an extra ten per cent discount on all machines in stock. This ten per cent will be payable in your choice of the very latest Records.

It will pay you to see us before buying. Payments to suit you.

## JENKINS MUSIC COMPANY

413 TEXAS STREET.

PHONES 3236 AND 2958.



## An Electric Christmas



Make "her" Christmas a happy one by reducing her work to the minimum.

She loves electrical articles for their genuine usefulness and their ornamental attractiveness.

Consider the time, worry and labor you save by having such appliances as an electric percolator, toaster, grill, heater, tea pot, waffle iron, oven, urn, or curling iron. You will find all of these articles on display.



## El Paso Electric Railway Company

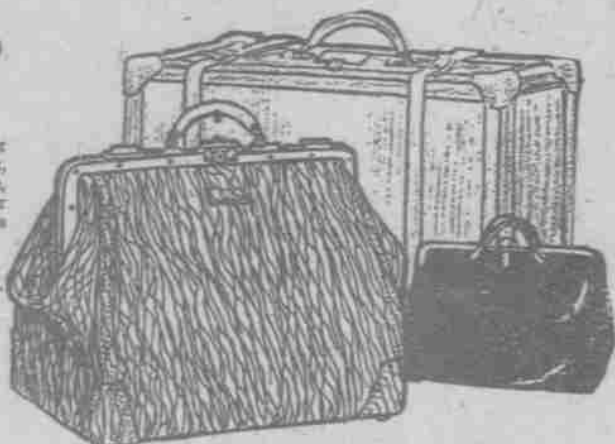
Alba H. Warren, Mgr.

## CHRISTMAS PRESENTS

What is more appreciated and useful for a Christmas Present than a nice Trunk, Suit Case, Traveling Bag, Toilet Case, Bill Book, Tie, Collar or Brush Case, or any of our useful Traveling Requisites in Fancy Leather?

**El Paso Trunk Factory**

Across Plaza  
Next to Crawford Theater.  
Telephone 1054.



## The Best Gift For Christmas

is not something that may be lost or destroyed, or that may perish in a little while, however beautiful or acceptable it may be at the time, but rather something that will permanently enrich the recipient and be a constant reminder of the interest and affection of the giver.

### OUR 8% FIRST MORTGAGE BONDS

make ideal Christmas gifts, and can be had in denominations to suit the purse of the giver, from \$100 up. Such a gift would add permanently to the joy of the recipient, and the semi-annual interest payments would be a constant testimony of the good will of the giver.

These bonds are secured by first lien on improved El Paso real estate and are further backed by our own judgment and reputation. We have handled millions in securities with not one dollar of loss to a client.

Let us send you a list of our available securities.

THE FIRST MORTGAGE CO.  
El Paso, Texas.

## What Will You Give For Christmas

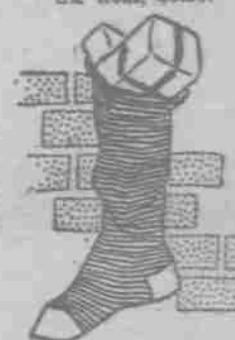
We have a wonderful line of Electrical Goods and Toys. Nothing makes a more appreciated gift than something electrical. Give her a Percolator, Toaster, Grill, Waffle Iron, Chafing Dish, Tea Ball, Tea Pot, Tourist Iron, Curling Iron, or one of many other excellent electrical gifts. We carry also: Articles such as Casseroles, Baking Dishes, Aluminum Ware, Pyrex Ware, Scissors, Razors, Nut Bowls, Pie Dishes.

**FOR THE KIDDIES**  
A fine line of toys at lowest prices.

## Davis Hardware & Furniture Co.

Oregon and Overland Sts. OPEN NIGHTS. Phone 562

Xmas Special on Electric Irons, \$6.50.



## TOYS GALORE!

at El Paso's Wonderful

## TOYDOM

**BUY NOW!**

Our prices were cut to the lowest possible levels at the jump. No use to wait. Toydom offers the greatest stock at the lowest prices—NOW

See Tuesday's Herald for Extra Special Prices on Dolls

## CHINA PALACE TOY STORE

112 E. San Antonio St.

Phones 319-369

BUY NOW—PAY  
in January or as  
Late as  
February 1

Two Floors  
Crowded  
With Toy  
Bargains

## The Popular

Private Branch Exchange 2300

Cor. Main Ave. and San Antonio St.

### A Suggestion

For the Man Who Wonders What His Wife Wants for Christmas: Give her this electrical servant.

It will mean a thoughtful gift,—one that brings her more time for rest, recreation and the thousand and one things she has always wanted to do, but could never find time for.

### The Hoover Vacuum Sweeper

This is the sweeper that does three things: It sweeps . . . and beats . . . and cleans . . . in less time than it takes to do an ordinary sweeping with a broom.

### Saves Energy and Carpets

The Hoover is light and easy for a woman to handle. It has a motor driven brush that whirls up every scrap of lint and raveling, while the powerful suction draws out sharp particles of grit from the depths of the nap where it would otherwise be trampled upon until the nap was cut.

Demonstrated in your home on request. Convenient terms.



**\$5 Down; \$5.50 Per Month**

During December Only.